

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

West Sumatra is a province in Indonesia which is located on the island of Sumatera. West Sumatera Province is located along the west coast of Central Sumatera, the Bukit Barisan plateau in the east and a number of islands off the coast such as the Mentawai Islands. From North to South, this province has an area of 42,012.89 km<sup>2</sup> which is bordered by four provinces, namely North Sumatera, Riau, Jambi and Bengkulu. West Sumatera is a province in Indonesia that has many cultures or customs. Culture is the result of the development of human life and the two things cannot be separated because they are interconnected. One of the cities in the Province of West Sumatera that has many cultures is the city of Pariaman. One of the most popular traditional cultures is Tabuik Festival which is usually celebrated every year.

Tabuik is an annual Pariaman cultural festival held every 10 Muharram for memorizing the death of the Prophet Muhammad S.A.W grandson, Hussein bin Ali. Tabuik itself has meaning and value that can be seen from the shape of the Tabuik itself, such as the burqa, which is a symbol of the angel carrying the body of husein flying. Puncak Tabuik has two meanings, namely as a bearer of news and as a protector for all Muslims.

Every time the Tabuik Festival is celebrated, it can attract thousands of people, not only locals but also foreign tourists. Eventhough it was attended by thousands of people, local and foreign, and the videos are everywhere, unfortunately, it is difficult to find Tabuik promotional videos with English subtitles. The purpose of promotion to the international tourists this video is presented in English.

Therefore the writer is interested to do a research and create a product related to that Festival for this final project entitled "*Subtitling Promotional Video*

*of Tabuik Festival in Pariaman West Sumatera entitled “ Amazing Hoyak Tabuik kota Pariaman 2017”*

### **1.2 Formulation of the Problem**

The formulation of the problem in the study is “How were the processes of Subtitling Promotional Video of Tabuik Festival in Pariaman West Sumatera entitled “ *Amazing Hoyak Tabuik kota Pariaman 2017*”

### **1.3 Purpose of the Study**

The purpose of this study is to make an Subtitling Promotional Video of Tabuik Festival in Pariaman West Sumatera in youtube called “ *Amazing Hoyak Tabuik kota Pariaman 2017*”

### **1.4 Limitation of the Problem**

The study was focused only on the making of a Subtitling Promotional Video of Tabuik Festival in Pariaman West Sumatera entitled “ *Amazing Hoyak Tabuik kota Pariaman 2017*”

### **1.5 Significance of the Study**

The significances of this study are:

1. To help the government in promoting Tabuik Festival in Pariaman West Sumatera, especially to the International tourist.
2. To give contribution to the Department of Tourism of Pariaman City in providing one of Promotional items, especially for the International tourist.